

**WEBSITE QUALITY TERHADAP PERCEIVED HOTEL QUALITY SERTA
DAMPAKNYA TERHADAP OVERALL PERCEIVED VALUE**

(Survei terhadap tamu Aston Braga Hotel & Residence serta melakukan booking
melalui *Website Online Travel Agent*)

SKRIPSI

diajukan sebagai syarat memperoleh gelar Sarjana Pariwisata
pada Program Studi Manajemen Pemasaran Pariwisata



oleh

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**FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL
UNIVERSITAS PENDIDIKAN INDONESIA
BANDUNG**

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*Website Quality Terhadap Perceived Hotel Quality Serta Dampaknya Terhadap Overall
Perceived Value*

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Sebuah skripsi yang diajukan untuk memenuhi sebagian syarat untuk memperoleh
gelar Sarjana Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata
Fakultas Pendidikan Ilmu Pengetahuan Sosial
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LEMBAR PENGESAHAN

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(Survei terhadap tamu Aston Braga Hotel & Residence serta melakukan *booking*
melalui *Website Online Travel Agent*)

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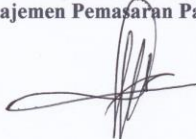
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ABSTRAK

Anggun Mutiara Dewi 1502106, “Website Quality terhadap Perceived hotel quality serta dampaknya terhadap Overall Perceived Value di Aston Braga Hotel & Residence (Survei terhadap tamu Aston Braga Hotel & Residence serta melakukan booking melalui Website Online Travel Agent)”, dibawah bimbingan Dr. Lili Adi Wibowo, S.Spd., S.Sos., M.M., dan Oce Ridwanudin, SE, MM.

Aston Braga Hotel & Residence merupakan salah satu hotel bintang empat di Kota Bandung yang selalu berupaya untuk mempertahankan dan meningkatkan segala aspek penting yang menyangkut tujuan utama hotel salah satunya mendapatkan profitabilitas. Masalah yang dihadapi oleh Aston Braga Hotel & Residence adalah tingkat *occupancy* yang mengalami penurunan dan tidak mencapai target. Oleh karena itu Aston Braga Hotel & Residence memiliki strategi *Website Quality* untuk mengatasi masalah tersebut. Dengan demikian peneliti memilih *Website Quality* sebagai salah satu solusi yang dapat diterapkan untuk meningkatkan tingkat *Overall Perceived Value*. Dalam penelitian ini variabel independen yang digunakan yaitu *Website Quality* yang terdiri dari lima dimensi yaitu *Easy of use*, *Availability*, *Efficacy*, *Privacy*, *Relavant information*. Variabel dependen yaitu *Overall Perceived Value* tingkat nilai yang di rasakan oleh tamu pada saat menginap serta booking melalui website online travel agent. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif, metode yang digunakan adalah survei dengan teknik Teknik Sistematis *random sampling*, dengan sampel sebanyak 107 responden yang merupakan *reservasi melalui website online travel agent* yang menginap di Aston Braga Hotel & Residence. Teknik analisis data dan uji hipotesis yang digunakan adalah Path Analysis (analisis jalur). Pelaksanaan *website quality* di Aston Braga Hotel & Residence Dimensi *Privacy* mendapatkan penilaian tertinggi, dimensi penilaian terendah yaitu *Availablity*. Kemudian tanggapan mengenai *Perceived hotel quality* di Aston Braga Hotel & Residence berada pada kategori tinggi, indikator *Service* mendapatkan penilaian tertinggi dan indikator *Hotel reliability* mendapatkan penilaian terendah. Selanjutnya tanggapan tamu mengenai *overall perceived value* di Aston Braga Hotel & Residence indicator *satisfaction* berada pada kategori tertinggi dan di posisi terendah pada indicator menawarkan nilai yang lebih Hasil penelitian menunjukkan adanya pengaruh *website quality* terhadap *perceived hotel quality* serta dampaknya terhadap *overall perceived value*

Kata Kunci : Website Quality, Perceived Hotel Quality, Overall Perceived value, Aston Braga Hotel & Residence.

ABSTRACT

Anggun Mutiara Dewi 1502106, "Website quality on Perceived hotel quality and impact on Overall Perceived Value at Aston Braga Hotel & Residence (a survey of guests staying at Aston Braga Hotel & Residence and booking through the Online Travel Agent Website)", under the guidance of Dr. Lili Adi Wibowo, S. Spd., S. Sos., M.M., and Oce Ridwanudin, SE, MM.

Aston Braga Hotel & Residence is one of the four star hotels in Bandung which always strives to maintain and enhance all important aspects that pertain to the main purpose of the Hotel one of them get profitability. The problem faced by Aston Braga Hotel & Residence is the level of occupancy that has decreased and did not reach the target. Therefore Aston Braga Hotel & Residence has a strategy of Website Quality to solve the problem. Thus the researchers chose Website Quality as one of the solutions that can be applied to increase Overall Perceived Value level. In this research independent variable used is the Quality Website consisting of five dimensions: Easy of Use, Availability, Efficacy, Privacy, Relevant information. The dependent variable is Overall Perceived Value level of value that is felt by the guest during the stay and booking through the online travel agent website. The type of research used is descriptive and verificative, the method used is a survey with the technique of systematic sampling systematics, with a sample of 107 respondents which is a reservation through the online travel agent website Stay at Aston Braga Hotel & Residence. The data analysis technique and the hypothesis test used is Path Analysis. The implementation of quality website at Aston Braga Hotel & Residence dimensional Privacy gets the highest rating, the lowest rating dimension is Availability. Then response to Perceived Hotel quality at Aston Braga Hotel & Residence is at high category, indicator Service has the highest rating and indicator Hotel reliability get the lowest rating. Next guest response to overall perceived value at Aston Braga Hotel & Residence Indicator satisfaction is in the highest category and at the lowest position on the indicator offers more value the research results indicate the influence of Quality website against perceived hotel quality as well as its impact on overall perceived value.

Keywords: Website Quality, Perceived Hotel Quality, Overall Perceived value, Aston Braga Hotel & Residence.

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